

## PATH A: SOURCE TO ARS

400~	URL OF	ADVERTISER	URL OF
	ARS	PRODUCT CODE	SOURCE

FIG.  $4\alpha$ 

PATH B: ARS TO SOURCE

ANS ANSERTISER	402~	URL OF SOURCE	URL OF ADVERTISER	URL OF ARS	
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FIG. 4b

PATH C: SOURCE TO ADVERTISER

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404~	URL OF	REQUEST-FOR-	URL OF
	ADVERTISER	INFORMATION	SOURCE

FIG. 4c

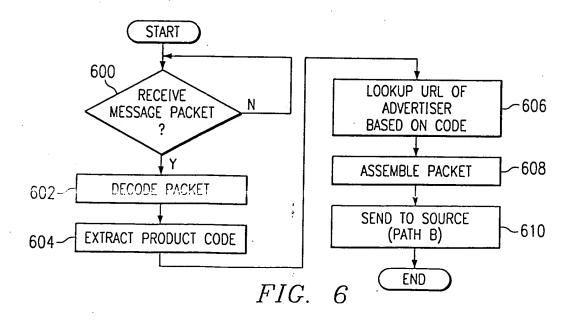
PATH D: ADVERTISER TO SOURCE

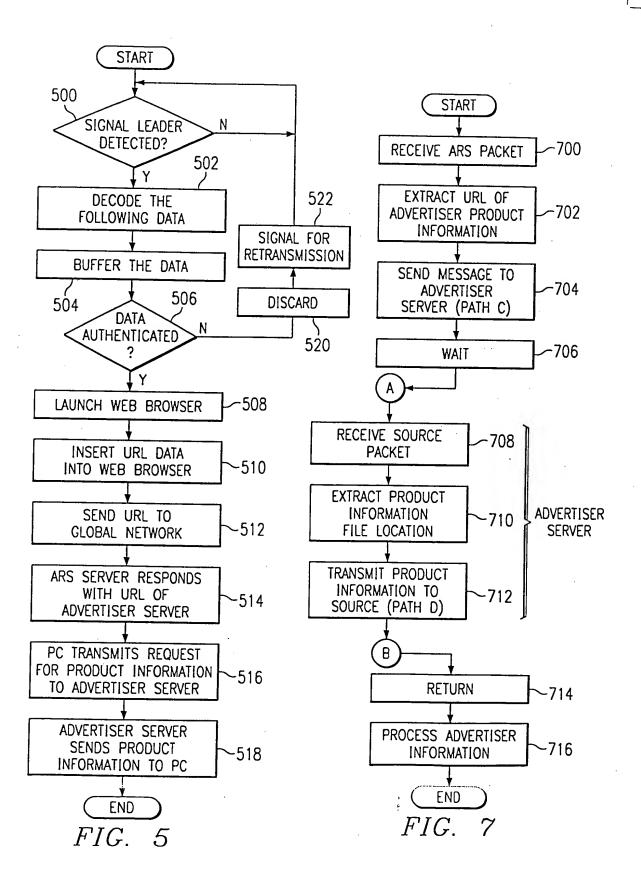
FIG. 4d

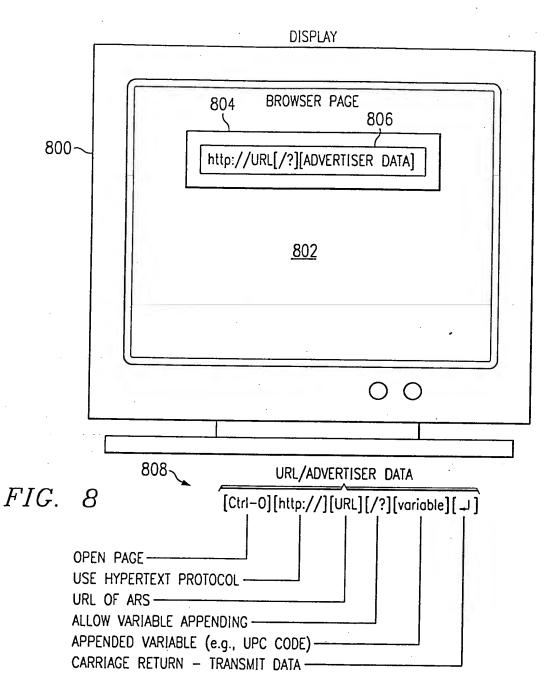
PATH E: ARS TO ADVERTISER (OPTIONAL)

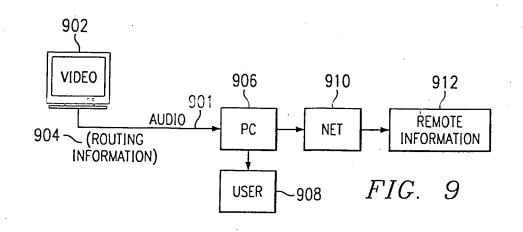
408~	URL OF	REQUEST-FOR-	URL OF	
	ADVERTISER	INFORMATION	SOURCE	

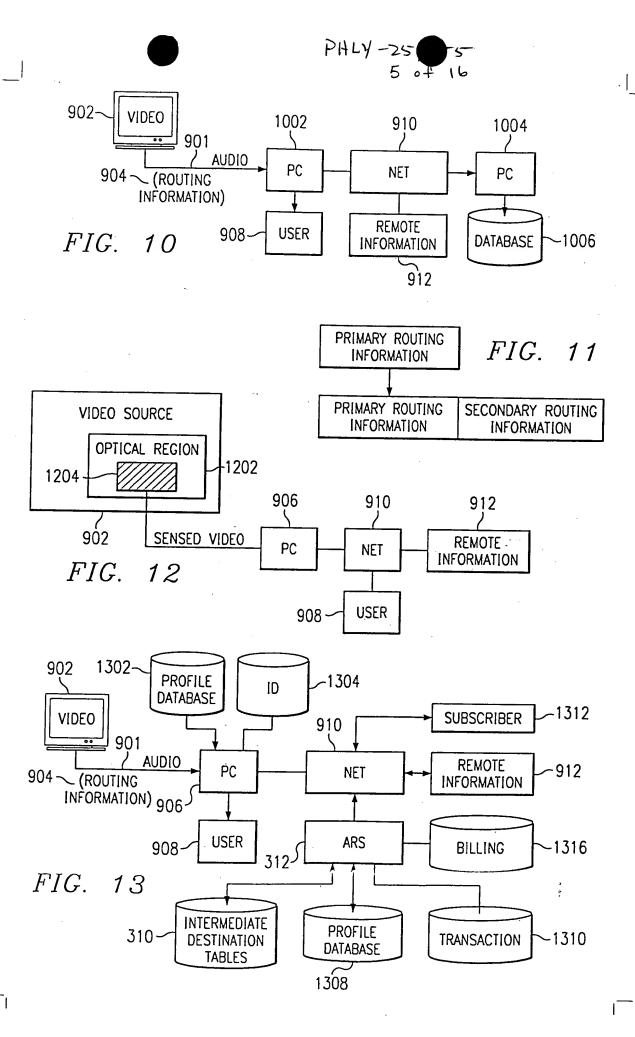
FIG. 4e

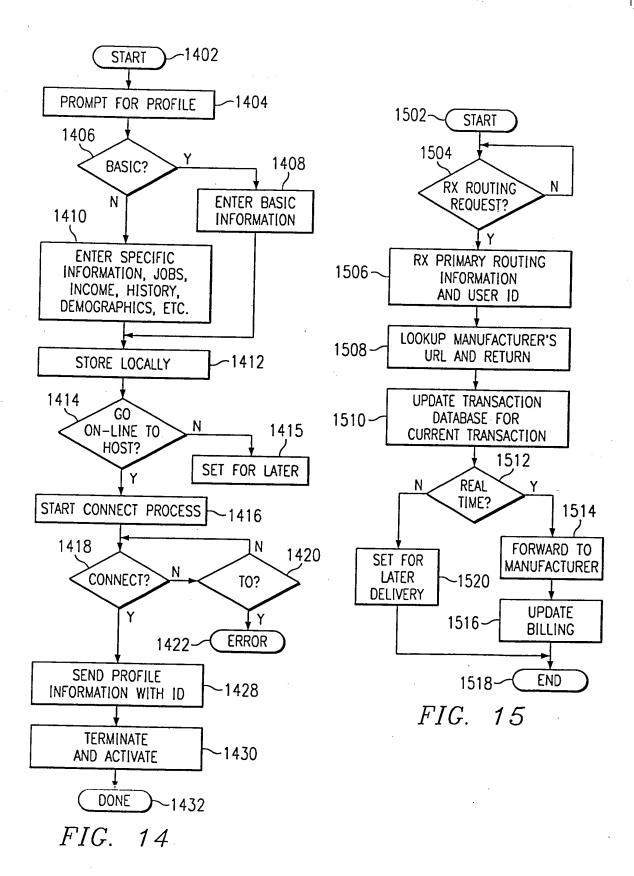


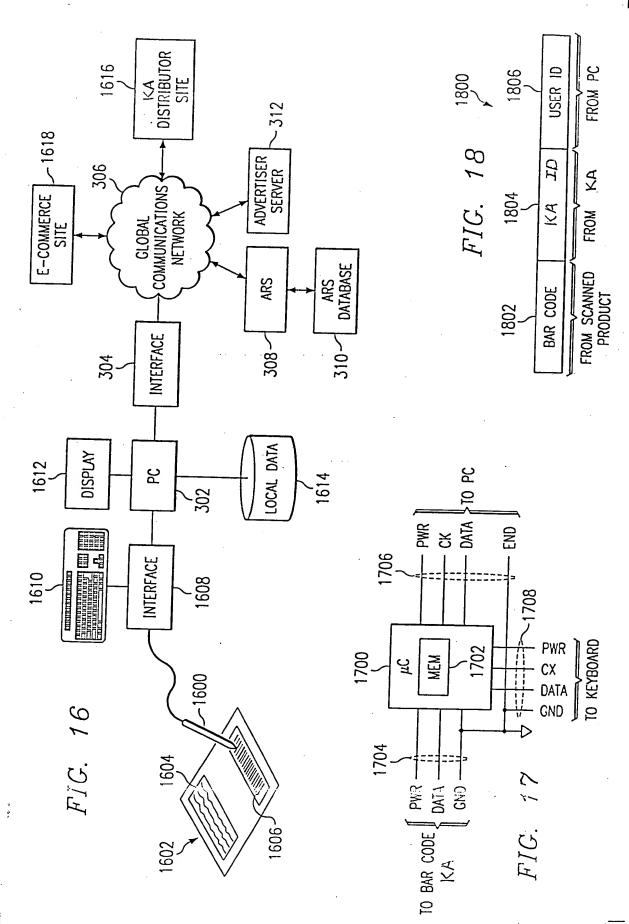




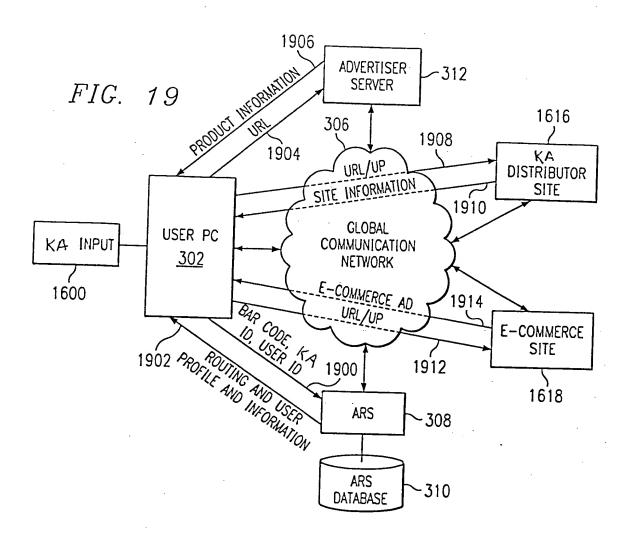


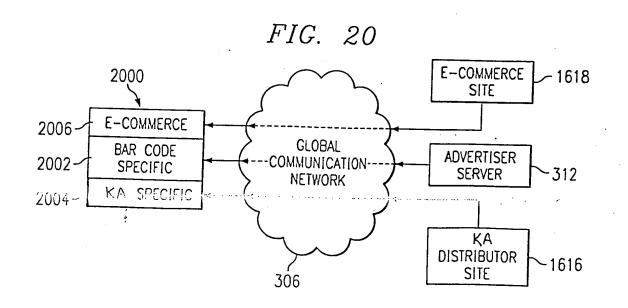






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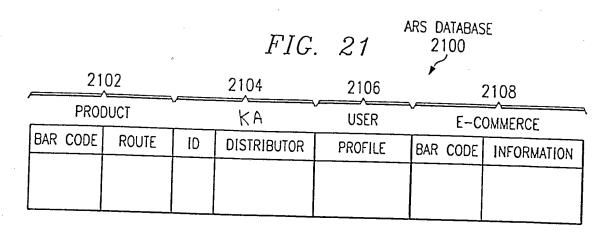
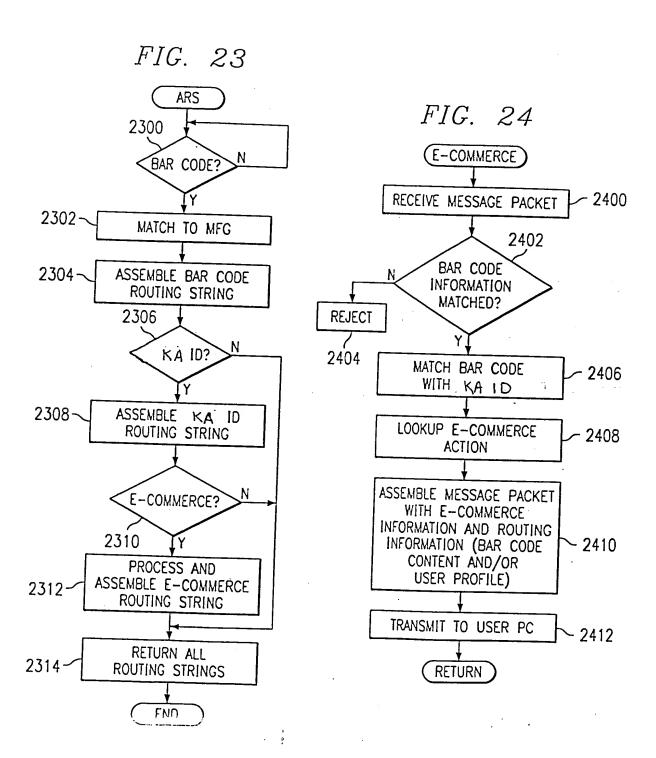
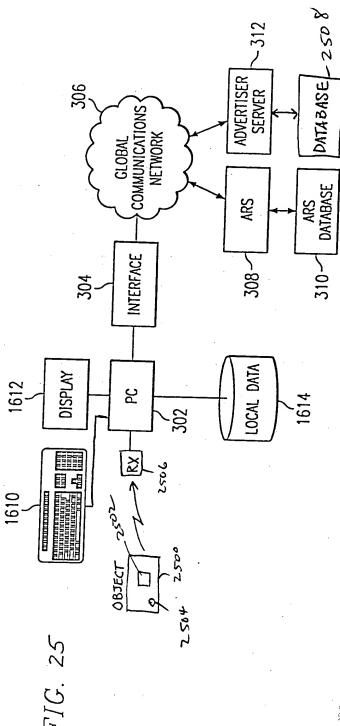


FIG. 22 **USER** 2200 SCAN? ASSEMBLE BAR CODE, 2202 KA. ID, ARS URL AND LAUNCH BROWSER WINDOW PARTITIONED INTO 2204-THREE FRAMES: KA ID, BAR CODE AND E-COMMERCE RECEIVE ROUTING? 2206 ROUTE INFORMATION 2208 FOR EACH WINDOW RECEIVE INFORMATION 2210 FROM ROUTED-TO SITES PLACE IN ASSIGNED FRAME 2212-**END** 

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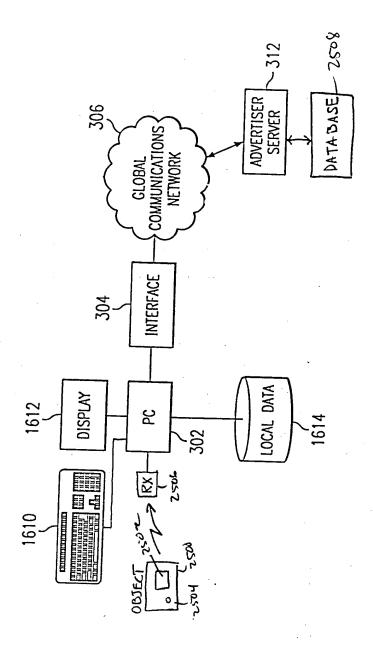
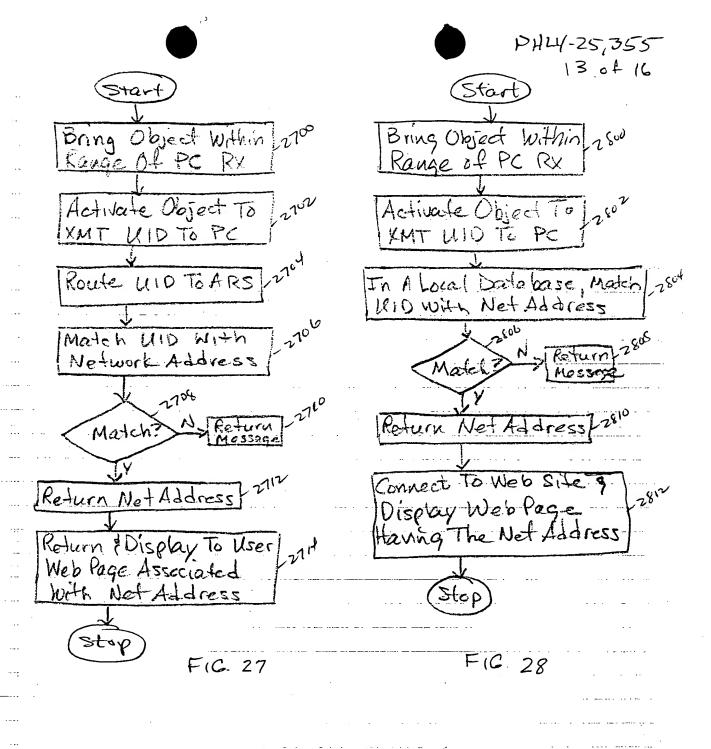
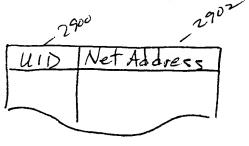


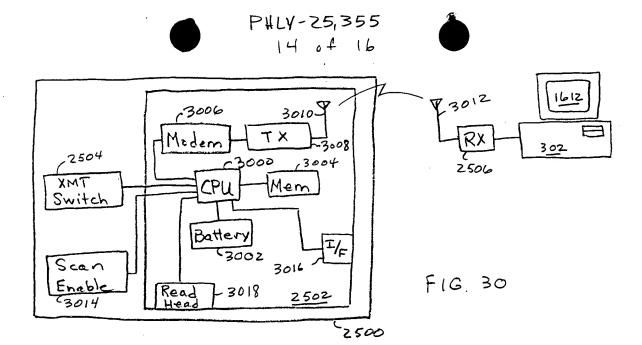
FIG. 26

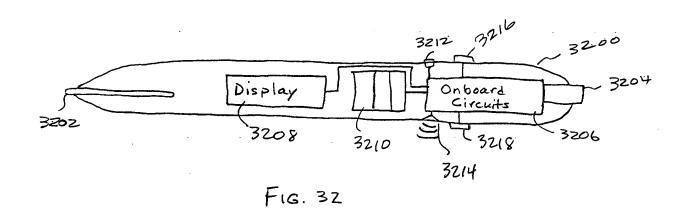


In

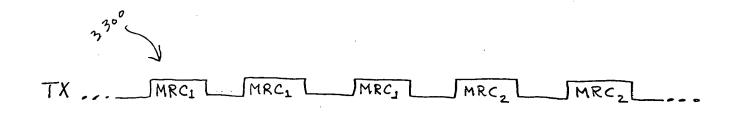


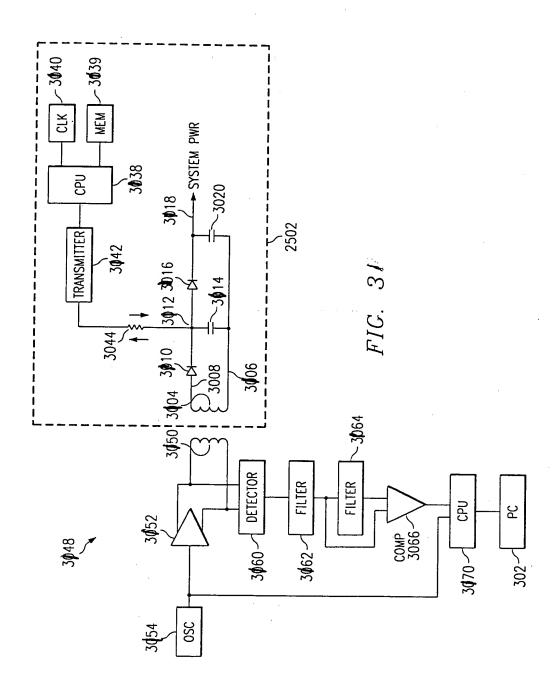
FIC. 29

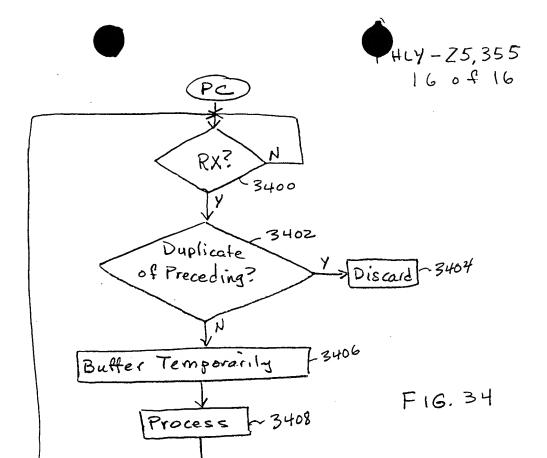




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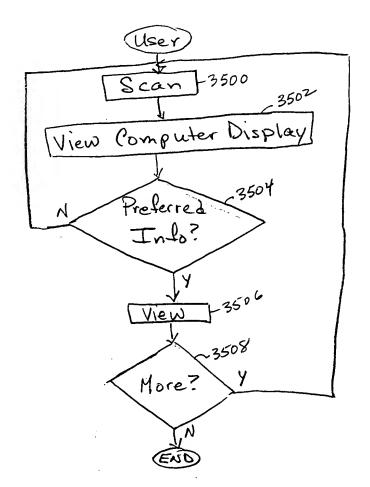


FIG. 35